

## USING PRINT MEDIA: NEWSPAPERS

Newspapers are now second largest medium (after television) in terms of advertising volume. They are a major community-serving medium for both news and advertising. Approximately 88% of newspaper revenue comes from local advertising.

### Newspaper Advertising

- Unique, flexible medium for advertisers to express creativity.
- Timely -- an ad can appear very quickly.
- Offer geographic targeting in a broad range of markets at a reasonable cost.
- Suffer from lack of selectivity, poor production quality, lack of depth and follow-up on important issues, and clutter.

### Pros and Cons of Newspaper Ads

#### The Pros

- Mass medium.
- Local medium.
- Comprehensive in scope.
- Geographic selectivity.
- Timeliness.
- Credibility.
- Selective attention.
- Creative flexibility.
- An active medium.
- A permanent record.
- Reasonable cost.

#### The Cons

- Lack of selectivity.
- Short life span.
- Low production quality.
- Clutter.
- Lack of control.
- Overlapping circulation.

### Newspaper Categories: Frequency

Daily newspapers are published as either a morning or evening edition at least five times a week

Weekly newspapers are published once a week

- Serve small urban or suburban residential areas and farm communities.
- Fastest-growing class of newspapers.

- CPM is usually higher than that of daily newspapers because weekly has longer life and often more readers per copy.

### **Newspaper Categories: Size**

Standard-size newspapers are about 22 inches deep and 13 inches wide and are divided into six columns.

- 56 standard ad sizes sold in column inches

Tabloid newspapers are about 14 inches deep and 11 inches wide

- 32 standard ad sizes sold in column inches
- Examples: *National Enquirer*, *New York Daily News*

### **Newspaper Categories: Audience**

Special-interest audiences may include :

- Ethnic groups
- Foreign-language groups
- Business and financial audiences
- Fraternal, labor union, or professional organizations
- Religious groups
- Hobbyists

### **Newspaper Categories: Other**

Sunday newspapers generally combine standard news coverage with special functions including increased volume of classified ads, greater advertising and news volume, expanded editorial and opinion sections, in-depth coverage, etc.

Sunday supplement magazines that are published by the local newspaper or subscribed to. They are more conducive to color printing due to heavier paper stock, making them attractive to national advertisers.

Example: *Los Angeles Magazine*, *Parade*

Independent shopping guides (or free community newspaper) offers advertisers local saturation. Readership is often high and publishers use hand delivery or direct mail to achieve maximum saturation.

Example: *Thrifty Nickel*, *Pennysaver*

### **Types of Newspaper Advertising**

1. Display advertising includes copy, illustrations or photos, headlines, coupons, and other visual components. It varies in size and appears in all sections, except the first page of major sections, the editorial page, the obituary page, and the classified advertising section. A reading notice looks like editorial matter, but is actually a display ad. The word “advertisement” may appear at

top. *Cooperative programs* include ads sponsored by and usually fully or partially paid for by the manufacturer, along with the local retailer's name and address.

2. *Classified ads* provide a community marketplace for goods, services, and opportunities for every type, including real estate, employee, car sales, etc. A newspaper's profitability often depends on a large and healthy classified section. Rates are based on how many lines the ad occupies and how many times the ad runs. *Classified display ads* run in the classified section but feature larger type and/or photos, art borders, abundant white space, and sometimes color.
3. *Public notices* are legal announcements about changes in business, personal relationships, public governmental reports, notices by private citizens and organizations, and financial reports, inserted in the paper for a nominal fee.
4. *Pre-printed inserts* are ads or brochures, which the advertiser prints and delivers to the newspaper plant for insertion into a specific newspaper edition. Sizes range from typical newspaper page to a double postcard. Formats include catalogs, brochures, mail-back devices, and perforated coupons. They may be limited to specific circulation zones.

### **Newspaper Rates: Local vs. National**

- *Local rate* is a newspaper advertising rate charged to local advertisers.
- *National rate* is a newspaper advertising rate that averages 75% higher than local rates, attributed to the added costs of serving national advertisers. It is usually higher because ad agencies receive a commission for placing the ad and additional costs, such as long-distance telephone calls, are a factor. Less than 5% of national ad money is spent here due to high costs.

### **Newspaper Rates: Flat vs. Discount**

*Flat rate* are charged by national papers and allow no discounts.

#### Discount Rates:

- *Open rate* is the highest rate charged for a one-time ad insertion in a newspaper.
- *Contract rate* is a special rate for newspaper advertising, usually offered to local advertisers, who sign an annual contract for frequent or bulk-space purchases.
- *Bulk discounts* offer advertisers decreasing rates as they use more inches.

- Frequency discounts are earned by advertisers by running a given ad repeatedly in a specific time period.
- Earned rates are discounts applied retroactively as the volume of advertising increases through the year.
- Newsplan is a program that gives national and regional advertisers discounts for purchasing six or more pages per year.

### **Newspaper Rates: Short & Combination**

- Short rates are charged when an advertiser contracts to buy a specific amount of space during a one-year period at a discount and then fails to fulfill the promise. It is the difference between the contracted rate and the earned rate for the actual inches run. Advertisers who buy more than the inches contracted may receive a rebate.
- Combination rates are special rates offered for placing a given ad in (1) morning and evening editions of the same newspaper; (2) two or more newspapers owned by the same publisher; or (3) two or more newspapers affiliated in a syndicate or newspaper group.

### **Newspaper Rates: Positioning**

- Run-of-paper (ROP) rates entitle a newspaper to place a given ad on any page or in any position it desires. Most newspapers try to place an ad in the position the advertiser requests.
- Preferred-position rate is a higher rate paid to ensure an advertiser a choice position for his advertisement.
- Full position rate is a higher rate paid for the preferred position on a given page. Placing the ad near the top of a page may cost the advertiser 25-50% more than ROP rates. Placing the at the top of a column next to reading matter generally costs 10-20% more than ROP rates.

### **Newspaper Rates: Color Ads & Split Runs**

- Color advertising is available in many newspapers on an ROP basis. The cost of color is usually based on the black-and-white rate plus an extra charge for each additional color. Due to poor quality of newspaper paper stock, many advertisers preprint ads using HiFi color and Spectracolor processes.
- Split runs occur when newspapers (or magazines) print alternate copies of the same newspapers with different advertisements for the same product to measure consumer responses to different ads. The advertiser runs two ads of identical size, but different content, for the same product on the same day in the same or different press runs. This allows the advertiser to compare and contrast the effectiveness of each advertisement.

## Insertion Orders and Tearsheets

- Insertion orders are submitted to newspapers with an advertisement and contain the starting date(s) on which the ad is to run, its size, the desired position, the rate, and the type of artwork accompanying the order. It serves as a contract between the advertiser and the publication. Some publications refuse to accept insertion orders without payment.
- Proof copy is a copy of the completed advertisement that is used to check for final errors and correctness. Most national advertising arrives *camera ready*.
- Tearsheets are printed ads cut out and sent by the publisher to the advertiser as a proof of the ad's print quality and that it was published.